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FOR IMMEDIATE RELEASE

Ottawa -- The appointment of Lyse Larouche to the position of General Manager, CBC Enterprises, was announced today by CBC President Pierre Juneau. This appointment is effective immediately.

Created in 1983, CBC Enterprises is the commercial marketing department of the Canadian Broadcasting Corporation. As General Manager, Ms. Larouche's objectives are to develop and extend, through foreign and domestic sales, the distribution of CBC radio and television programs and related products, thus increasing exposure of Canadian talent. These objectives are contained in a mandate recently revised by the Corporation's Board of Directors.

Ms. Larouche has served as Director of Marketing since 1982 with Radio-Québec, the educational broadcasting agency of the Province of Quebec. In this capacity, she was mainly responsible for generating revenue through the sale of commercial messages, corporate advertising and the marketing of programs throughout Canada and abroad.

As Director of Human Resources for Radio-Québec from 1979 to 1981, Ms. Larouche took part, in particular, in a restructuring of that corporation. Her career has also included a number of other positions with Radio-Québec: Director of Regionalization, Manager of Training and Development and Development Officer. She has also worked in television production, both on air and as a program developer.

Ms. Larouche earned her Master's of Business Administration from l'Université du Québec à Montréal in 1981-82.

Ms. Larouche, who is based at CBC Montreal, reports to William T. Armstrong, Executive Vice-President.

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